LEO BURNETT U.S.A.
Ad No. 11582—Designer—Test Pack Ad—Req. No. 57061—Page 4/c bleed—4⅞ x 11⅝ inches—National Magazines, 1974 (C)
Printed in U.S.A.

1. Simone Lecat, famous French fashion formulator, would never be caught without her color-coordinated cigarette holder. No mere frill, it gave her cleaner taste.

2. No need for a cigarette holder today. You've got Parliament. The recessed filter is tucked back, away from your lips.

3. With Parliament you taste rich, clean flavor, never the filter. We do it by design.

Parliament. The recessed filter cigarette.

Now in bright new packs.

Kings, 15 mg "tar", 0.9 mg. nicotine av. per cigarette, FTC Report Mar.'74

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/qsjp0003
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